



AMP Workshop Series presents

MARKETING THAT WORKS

The Commonwealth's Affirmative Market Program invites all Minority and Women Business Entrepreneurs (M/WBEs) and non-certified Prime Contractors to our newest **FREE** workshop — "Marketing That Works".

LOCATION:

The Boston Room at the
Erich Lindemann Mental
Health Center
25 Staniford Street
Boston, MA 02115



QUESTIONS CONTACT:

Maria Gonzalez
AMP Help Desk
617-720-3359
or email at
amp@state.ma.us



FEBRUARY 18TH, 2009

10:00 AM TO 12:00 PM

This workshop will be hosted by Direct Associates, a SOMWBA certified direct marketing agency, who will show you how to make your marketing work harder by focusing on the four key steps to results: relevance, resonance, response and ROI.

You will cover the basic steps for building a marketing strategy and choosing the most effective channels to use — both online and offline. And, show why measuring your marketing's effectiveness is the key to its long-term success.

- See real examples of what works and does not work, *and why*
- Learn how the latest digital tools can increase results dramatically
- Explore how to build synergy between your marketing efforts and increase overall success
- See case studies for both consumer and business campaigns with actual results
- Ask questions and discuss your specific challenges

REGISTER TODAY:

Registration via email only. This workshop is free.